

WHRC - 640
Haverford College
Haverford, Pa.

10 Railroad Avenue
Apartment 2B
Haverford, Pennsylvania
September 1967

Dear Sir:

A short time ago one of our representatives called on your local branch in the Bryn Mawr - Ardmore area to discuss local college radio advertising. We were informed at that time that it would be necessary to deal directly with the regional office. We feel that there are significant advantages to advertising to this group through radio, since if any newspaper advertisements have had much success in the past years.

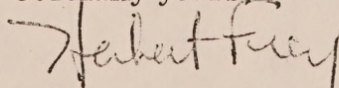
WHRC has a potential listening audience numbering around 1500 college-age men and women on the Bryn Mawr and Haverford campuses.

Enclosed please find a copy of our standard rates on a per-minute or per-week basis. In addition to general advertising, there exists also the sponsorship of particular shows, especially sports events.

We urge you to consider this perhaps as yet untapped source of business and the advantages of local radio advertisements. A member of our department will be calling you within the next few days. At this time, if you should desire it, an appointment will be made for a personal interview at your convenience.

Thank you for your cooperation. I remain

Cordially yours,



Herbert Frey, Director
Advertisements and Publicity
WHRC, Haverford College

Enc.

